

# CONTRACT



**WCPO**  
**1720 Gilbert Ave.**  
**Cincinnati, OH 45202**  
**(513)721-9900**

<u>Contract / Revision</u> 286978 /		<u>Alt Order #</u>
<u>Product</u> Issue - 02.24.12-02.29.12		
<u>Contract Dates</u> 02/24/12 - 02/29/12		<u>Estimate #</u> 72
<u>Advertiser</u> Red White & Blue Fund		<u>Original Date / Revision</u> 02/23/12 / 02/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCPO	<u>Account Executive</u> Daniel Baylog	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**SRCP Media**  
**201 N Union Street - Suite 200**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WCPO	02/24/12	02/29/12	M-F GMTS 6-7a	6-7a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/20/12	02/26/12	----F--				1	\$400.00			
	Week:	02/27/12	03/04/12	MTW----				3	\$400.00			
N 2	WCPO	02/24/12	02/29/12	M-F GMA 7-9am	7-9a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/20/12	02/26/12	----F--				1	\$400.00			
	Week:	02/27/12	03/04/12	MTW----				3	\$400.00			
N 3	WCPO	02/27/12	02/29/12	M-F 12-1p News	12-1p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				1	\$400.00			
N 4	WCPO	02/27/12	02/29/12	M-F 5-530p News	5-530p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				2	\$1,000.00			
N 5	WCPO	02/27/12	02/29/12	M-F 530-6p News	528-6p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				2	\$1,000.00			
N 6	WCPO	02/24/12	02/29/12	M-F 6-630p News	558-630p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/20/12	02/26/12	----F--				1	\$1,000.00			
	Week:	02/27/12	03/04/12	MTW----				3	\$1,000.00			
N 7	WCPO	02/27/12	02/29/12	Wheel of Fortune	M-F 7-730p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				2	\$1,500.00			
N 8	WCPO	02/27/12	02/29/12	Jeopardy	M-F 730-8p		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				2	\$1,700.00			
N 9	WCPO	02/24/12	02/29/12	M-SU 11p Late News	11-1135p		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/20/12	02/26/12	----F--				1	\$900.00			

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This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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**1720 Gilbert Ave.**  
**Cincinnati, OH 45202**  
**(513)721-9900**

<u>Contract / Revision</u> 286978 /		<u>Alt Order #</u>
<u>Contract Dates</u> 02/24/12 - 02/29/12	<u>Product</u> Issue - 02.24.12-02.29.12	<u>Estimate #</u> 172
<u>Advertiser</u> Red White & Blue Fund		<u>Original Date / Revision</u> 02/23/12 / 02/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div>Week: 02/27/12</div><div>03/04/12</div><div>MTW----</div></div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$900.00</div></div></div></div>												
N 10	WCPO	02/26/12	02/26/12	SU 5-6am	5-6a		:30			NM	1	\$75.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div>Week: 02/20/12</div><div>02/26/12</div><div>-----S</div></div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$75.00</div></div></div></div>												
N 11	WCPO	02/26/12	02/26/12	SU 6-7am	6-7a		:30			NM	1	\$150.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div>Week: 02/20/12</div><div>02/26/12</div><div>-----S</div></div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$150.00</div></div></div></div>												
N 12	WCPO	02/26/12	02/26/12	SU GMA 7-8a	7-8a		:30			NM	1	\$250.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div>Week: 02/20/12</div><div>02/26/12</div><div>-----S</div></div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$250.00</div></div></div></div>												
N 13	WCPO	02/26/12	02/26/12	SU GMTS 8-9a	8-9a		:30			NM	1	\$325.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div>Week: 02/20/12</div><div>02/26/12</div><div>-----S</div></div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$325.00</div></div></div></div>												
Totals											27	\$20,600.00

Time Period	# of Spots	Gross Amount	Net Amount
01/30/12 - 02/26/12	8	\$3,500.00	\$2,975.00
02/27/12 - 02/29/12	19	\$17,100.00	\$14,535.00
<b>Totals</b>	<b>27</b>	<b>\$20,600.00</b>	<b>\$17,510.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.

# CONTRACT



**WCPO**  
**1720 Gilbert Ave.**  
**Cincinnati, OH 45202**  
**(513)721-9900**

And:

**SRCP Media**  
**201 N Union Street - Suite 200**  
**Alexandria, VA 22314**

<b>Contract / Revision</b> 288168 /		<b>Alt Order #</b>
<b>Product</b> Red White & Blue Fund		
<b>Contract Dates</b> 03/01/12 - 03/06/12		<b>Estimate #</b> 74
<b>Advertiser</b> Red White & Blue Fund		<b>Original Date / Revision</b> 03/01/12 / 03/01/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WCPO	<b>Account Executive</b> Daniel Baylog	<b>Sales Office</b> EWS - Washing
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCPO	03/02/12	03/06/12	M-F GMTS 5-6a	5-6a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	----1--				1	\$150.00			
		03/05/12	03/11/12	11-----				2	\$150.00			
N 2	WCPO	03/02/12	03/06/12	M-F GMTS 6-7a	6-7a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	----1--				1	\$600.00			
		03/05/12	03/11/12	11-----				2	\$600.00			
N 3	WCPO	03/02/12	03/06/12	M-F GMA 7-9am	7-9a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	----1--				1	\$600.00			
		03/05/12	03/11/12	11-----				2	\$600.00			
N 4	WCPO	03/02/12	03/06/12	Live with Regis and Kelly	M-F 9-10a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	----1--				1	\$300.00			
		03/05/12	03/11/12	11-----				2	\$300.00			
N 5	WCPO	03/02/12	03/06/12	M-F 10-11a	10-11a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	----1--				1	\$175.00			
		03/05/12	03/11/12	-1-----				1	\$175.00			
N 6	WCPO	03/02/12	03/05/12	M-F 11a-12p	11a-12p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	----1--				1	\$300.00			
		03/05/12	03/11/12	1-----				1	\$300.00			
N 7	WCPO	03/02/12	03/05/12	M-F 12-1p News	12-1p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	----1--				1	\$400.00			
		03/05/12	03/11/12	1-----				1	\$400.00			
N 8	WCPO	03/02/12	03/05/12	M-F 5-530p News	5-530p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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**WCPO**  
**1720 Gilbert Ave.**  
**Cincinnati, OH 45202**  
**(513)721-9900**

Contract / Revision	Alt Order #
288168 /	

Contract Dates	Product	Estimate #
03/01/12 - 03/06/12	Red White & Blue Fund	74

Advertiser	Original Date / Revision
Red White & Blue Fund	03/01/12 / 03/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   ----1--   1   \$1,000.00 Week: 03/05/12   03/11/12   1-----   1   \$1,000.00												
N 9	WCPO	03/02/12	03/05/12	M-F 530-6p News	528-6p		:30			NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   ----1--   1   \$1,000.00 Week: 03/05/12   03/11/12   1-----   1   \$1,000.00												
N 10	WCPO	03/02/12	03/05/12	M-F 6-630p News	558-630p		:30			NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   ----1--   1   \$1,000.00 Week: 03/05/12   03/11/12   1-----   1   \$1,000.00												
N 11	WCPO	03/01/12	03/05/12	Wheel of Fortune	M-F 7-730p		:30			NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   ---1---   1   \$2,500.00 Week: 03/05/12   03/11/12   1-----   1   \$2,500.00												
N 12	WCPO	03/02/12	03/05/12	M-SU 11p Late News	11-1135p		:30			NM	2	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   -----1   1   \$900.00 Week: 03/05/12   03/11/12   1-----   1   \$900.00												
N 13	WCPO	03/03/12	03/03/12	SA 5-6am	5-6a		:30			NM	2	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   -----S-   2   \$75.00												
N 14	WCPO	03/03/12	03/03/12	SA GMTS 8-9a	8-9a		:30			NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   -----S-   1   \$275.00												
N 15	WCPO	03/04/12	03/04/12	SU 5-6am	5-6a		:30			NM	2	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   -----S   2   \$75.00												
N 16	WCPO	03/04/12	03/04/12	SU 6-7am	6-7a		:30			NM	2	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   -----S   2   \$150.00												
N 17	WCPO	03/04/12	03/04/12	SU GMA 7-8a	7-8a		:30			NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   -----S   2   \$250.00												
N 18	WCPO	03/04/12	03/04/12	SU GMTS 8-9a	8-9a		:30			NM	2	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12   03/04/12   -----S   2   \$325.00												
<b>Totals</b>											<b>39</b>	<b>\$21,525.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/06/12	39	\$21,525.00	\$18,296.25
<b>Totals</b>	<b>39</b>	<b>\$21,525.00</b>	<b>\$18,296.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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